



Use Internet and Mobiles to put the UN Millennium Development Goals into Action!



**Winning Projects**

**2013**

# WIFI International Education without Boundaries

Your educational partner in Albania, Bosnia-Herzegovina, Bulgaria, Croatia, Czech Republic, Hungary, Poland, Romania, Serbia, Slovakia and Turkey



“Like the economy, education today too is no longer restrained by frontiers. To stay competitive in the long-term, companies need well-educated employees in their subsidiaries abroad. This is also what the WIFI brand stands for internationally.”

**Karl H. Pisec, MBA, Board chairman, WIFI Austria**

## THE WIFI INSTITUTE FOR ECONOMIC PROMOTION IS HIGHLY APPRECIATED AS A PROFESSIONAL PARTNER FOR EDUCATION IN CENTRAL AND EASTERN EUROPE:

“Together with the WIFI Bulgaria we have set up the Leadership Academy and carried out programmes for all levels of management. The participants profited a great deal from the management training and will be able to sustainably apply their skills in the future.”

Tanya Konsulova, Training Manager,  
EVN Bulgaria, Bulgaria

“WIFI put together training programmes for the education of staff in leading positions. Gebrüder Weiss wants to organise its educational strategy even more intensely in future since we see a lot of potential in this for the development of our Hungarian subsidiary.”

Thomas SCHAUER, Managing Director,  
Gebrüder Weiss, Hungary

“I’ve spoken to my staff: it was a most interesting training programme with a lot fun – the best basis for conveying knowledge. I’d like to thank WIFI Slovakia and the trainers for their effort and commitment.”

Managing Director Konstantin Essler, Austrian  
Airlines Technology, ATB, on WIFI Slovakia’s  
Business Case Game, Factory, Slovakia

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## Who we are

**CREATIVITY, INNOVATION & SOCIAL ENTREPRENEURSHIP** make up the three corners of the magic triangle the ICNM is all about.

Nowadays you can find more than 2 Zetta-byte data (this is an unbelievable number with 21 zeros) on more than 1.43 billion web-sites in the digital world. In this ocean of data, content matters. In fact, content is the only thing that counts.

Creativity and innovation are key-components within production and design of good content. Inspiring ideas and outstanding layout in combination with state of the art technology are needed to move content forward. The ICNM is a non-profit organisation based in Salzburg. Since more than one decade ICNM brings into life the goals of the World Summit on Information Society and the UN Millennium Development Goals. ICNM conducts annual competitions to find the most outstanding digital projects and content with the greatest social impact in the world. Why? To give the creative minds behind the projects what they deserve: an international stage and a supportive network. They are the ones who do not only have the potential to change the world but actively do.

## What we do

### WHAT THE EUROPEAN YOUTH AWARD DOES

Europe is a highly developed and progressive continent with economic wealth and great opportunities, but it is facing big challenges in the 21<sup>st</sup> century.

The youth unemployment rate is rising and a ticking time bomb; 20% of 15 year olds have poor literacy skills; the ageing society deepens debt-laden economic woes; just to list a few.

How can these problems be solved? European Youth Award selects young people in Europe who have accepted the challenge and are changing the world with the means of new technologies. The "screenager"-generation knows how to use ICT and Mobiles to improve our society and environment.

The EYA gives young people the chance to showcase their social change projects, further develop them, exchange their ideas and visions about the future, collaborate and become part of a supportive pan-European network.

The producers of the best digital projects, selected by an international expert-jury, are invited to the EYA Festival in Graz – three days of excellence, inspiration, networking and celebration.

## What You can find

### WHAT YOU CAN FIND IN THIS BOOKLET

13 projects stand out of submissions from 39 European countries. They are innovative, creative and socially valuable. They have been produced by young brilliant people who work together to change the world for the better. This booklet is dedicated to them and their projects. You will find all the information about Europe's best young digital content 2013.

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# Graz. EYA Festival City

Creative young technology entrepreneurship needs to realize social potential



Ladies and Gentlemen, dear participants of the European Youth Award Festival 2013!

As Mayor of the City of Graz it is my special pleasure to welcome so many innovative and young minds who present their multimedia ideas for digital entrepreneurship and digital innovations. Who could promote new ideas and ways of thinking better than the generation under the age of 30 with its affinity to new media? Within seconds a great number of like-minded fellows can be reached, spreading messages and creating networks. Still, in spite of the many advantages of the

digital age, the real friendships that connect minds are the most important. That is just one of the positive side-effects for the participants of the European Youth Award and of the European Youth Award Festival in Graz. Graz, the Styrian capital, is traditionally a center of science and education and carrying the titles of Human Rights City and City of Design. As such it is an ideal place to duly celebrate the creative, entrepreneurial and social potential of these young minds. Congratulations to the Winners and thanks to everyone attending for their engagement!

**Siegfried Nagl**, *Mayor of the City of Graz*





# What are they good for?

## Young people use Mobile and Internet to make a change

Step out of your comfort zone and take action! Make a difference with the tools you know best! Take Internet and Mobile and change the world! Here where you live, now in our present societies!

This booklet provides you with an overview of projects from all over Europe which take action and positively change established ways and structures.

The European Youth Award (EYA) encourages young people under 30 years of age to show how they use their e-power to address social challenges in their communities, countries or the world.

Internet and Mobile technologies are changing the lives of nearly all people around the world. Already today the majority of the world's population might be so called "digital natives" or "screenagers". They have grown up using screen based communication and they do not remember or even imagine a life without a phone, a computer or the World Wide Web.

Regardless if they are from Southern, Northern or Eastern Europe, they appreciate the convenience of digital communication and IT, are driven by curiosity, are stunningly

creative and have the innovative power to customize digital tools to their needs and imagination.

But there is also another side to this world. According to Amnesty International, every day 1,500 people fall victim to armed conflicts. Or, consider that up to one in 300 Europeans suffers from Coeliac disease, an autoimmune disorder of the small intestine that forces them to cope with a life-long disease. Furthermore, people experience the growing impact of climate change, and governments and companies still do too little to stabilize our environment. And although it is known that education is key to development, millions of children from poor and rural households do not have the chance to attend quality schools and get access to basic knowledge or sometimes even a single book.

The winning projects in this booklet address the Digital Agenda of the European Union and also the UN Millennium Development Goals which articulate the aspirations for our European and global communities, inspire to keep up the efforts, and encourage to step forward with ambitious plans for a better future.

The European Youth Award (EYA) is the initiative for all the young and creative people who want to contribute in their own way towards these common goals. As digital natives they fight poverty, hunger, disease, gender inequality, lack of education and environmental degradation with the use of ICT. In this booklet you will find an overview of the 12 most engaging and innovative projects from the 2013 contest – selected out of the submissions from 30 European states. The projects vividly demonstrate what can be achieved when young people stand up and act together for a livable future.

The EYA is grateful to the City of Graz and Mayor Siegfried Nagl, who is personally supporting the EYA and the Winners' Festival 2013. Graz is not only City of Human Rights & Design but will also be the hotspot for young digital innovation and inspiration from November 28-30.

Thank you for your interest and your support,  
Best wishes,

**Peter A. Bruck**

*Chairman of EYA and WSA  
Hon. President of ICNM*





**Arnau Gifreu Castells**, Professor, University of Vic – Research Affiliate/Comparative Media Studies, Open Documentary Lab (MIT)

*I have attended the WSYA Congress in 2011 and participated in EYA for the first time in 2012. Since then, I gradually started collaborating in different ways. I really believe in the project and the idea of giving tools, opportunities and hope through the use of technology to young people to improve and enhance the world we are living in. The next generation will change the world for the better, and the EYA plays an active part in this process. The change has already started, would you like to join us and become part of it?*



**Eberhard Schrenpf**, Managing Director, Creative Industries Styria

*A lot can be said about creativity. That it is a driving force for innovation, that creativity is a premise for change and diversification. It is also a resource to be used with diligence. And all of that is true. (And everything said about it so far is true). Yet, the impact of creativity is strongest when combined with commitment of young people and their courage to find new solutions, creating intelligent products and services for future generations. These people are innovators, creative thinkers, lateral thinkers, masterminds - to make a long story short – people who speak up and contribute to our world. Thank you for doing so! But looking ahead to the future, I must call upon you: don't stop and carry on!*



**Adam Montandon**, Associate Professor at Erhvervsakademiet Lillebælt, Author of The Awesome Department

*The European Youth Awards brings together something special. Young people from around Europe are working on solving problems in exciting ways. We never know where the next breakthrough will come from, but the European Youth Awards help us take a glimpse at the future. Teams and individuals have worked hard to make something new. The nominees for these awards have a flair for creativity, an understanding of innovation and a unique appreciation for social entrepreneurship. New technology gives us great ideas, brilliant inspiration and exciting ways to help our communities. The European Youth Awards recognizes the achievements of young people, who are trying to make the world a little brighter with their ideas.*



**Michael Schickhofer**, Regional Minister for Education, Family and Youth, Styria

*„Encounter – inspire – educate“ is my department's motto, which resonates well with the European Youth Award. From first encounters with issues such as social equality and education for all, over the inspiration sparked by digital technology, to personal education which consequently affects the future course of one's entire life in a positive way.*

*Let me express my gratitude to the young innovation-artists for their contributions and the team behind this unique contest – stay as active and motivated as you are!*

## EYA Friends ...

## ... and Partners



**Dieter Hardt-Stremayr**, CEO Graz Tourismus

Welcome to the City of Graz! There are two things in particular that I do like a lot about the European Youth Award. Firstly it's great that a Festival that addresses issues like Creativity, Innovation or Social Entrepreneurship is existing at all. And it's even greater that this wonderful Festival takes place in Graz. Secondly it's fantastic that young people travel. Whatever the reason for a trip might be, fact is that people who do travel widen their horizon and are the ones who are much more likely to make the world a better place than those who never leave the place where they were born and raised. – I do wish you all a wonderful time in beautiful Graz and hope you found some more good reasons to come back to Graz in the future!



**Marcus Grausam**, Chief Technology Officer A1

Knowledge should be available to everyone! Comprehensive provisioning of the Internet is not only a technical issue, but also a social one. We at A1 are convinced that each individual should have equal access to information, knowledge and education. Therefore, as a leading telecommunications company it is our task to actively promote fair access to knowledge and education. Numerous young entrepreneurs support this idea with innovative projects. As a partner of EYA we are happy to award outstanding initiatives, and together with all the participants to raise awareness for the need to promote sustainable development in line with the UN Millennium Development Goals.



**Christian Purrer**, CEO of Energie Steiermark

We are the energy of Styria. The official partner for a green world. Side by side with our 1700 employees, we seek to provide safe, comfortable and sustainable living every day, in Styria and beyond. It is important to us, to cooperate fairly and in partnership. To be sensitive to new developments and to be attentive to customers with respect and responsibility. Energy is not just one sided. The facets surrounding this issue are varied. That is why we use the power, the creativity and the varied qualities of our team to find individual solutions. Solutions that deliver increased safety and comfort. This is exactly why, this year, we are also supporting the European Youth Award, because for the new world of green energy there cannot be enough creative & innovative young minds.



**Stefanie Lindstaedt**, Scientific Director of Know-Center Graz, Head of the Knowledge Technologies Institute at TU Graz

Digital world offers great opportunities to present, discuss and take joint initiatives for a better life, especially to young people. As participants of the European Youth Award prove, ICT allows us to reach out to an unprecedented number and diversity of people and create sustainable interest in the MDGs.

In order to become actionable knowledge, information has to be pre-processed via data analytics methods. This is exactly what we do at Know-Center, Research Center for Big Data Analytics and Data-Driven Business. Know-Center provides innovation to companies and promotes scientific excellence. As a top training ground, Know-Center offers young people an opportunity to advance their scientific skills and acquire practical 'hands-on' experience. With worldwide data volume doubling every two years, we see the EYA as competition to select best practice and outstanding content as asset for the city of Graz. Know-Center is excited about this project.



# Creative Youth: our Future, our Expectations



**Ralph Simon**, CEO & Founder:  
*Mobilium International; Chairman Emeritus & Founder:  
Mobile Entertainment Forum, UK*

*The creative industries are essential on for a modern economy because they lead to growth in GDP, high-tech employment and growing entrepreneurs. Design and product innovation are the key-requirements of the next generation of new media technologies. The EYA is an excellent reflection and driver of the creative industries.*



**Janine Warner**, Author and Founder of  
*DigitalFamily.com, USA*

*The European Youth Award brings high recognition to extraordinary young people who are using creativity, social entrepreneurship & digital innovation to share their ideas. By bringing together the best and brightest young talents, across a wide array of European countries, the European Youth Award is helping students, businesses, NGOs, and governments learn from each other's successes and build powerful new connections. I applaud the work of their entire talented team for the way they are inspiring young people around the world with their high-impact digital projects and initiatives.*



**Ivo Ivanovski**, Minister Of Information Society,  
*Macedonia*

*Young people born and raised in the digital era can much better understand and grasp today's technology. Living in the reality of fast technological development, they are embracing new technologies as a normal part of their life. Information and communication technology in the 21st century have a crucial role and represent a driving force for overall development. They positively affect the cultural, educational, health, or the entire social system in a country. Progress in these areas is undoubtedly carried by the youth and their enthusiasm, so they deserve our support and assistance. I regard the European Youth Award as being an initiative with such goal of shifting the skills of the young towards making a difference in society.*

**Curtains up...**  
**...for Europe's young digital**  
**change makers 2013!"**







### FIGHT POVERTY, HUNGER AND DISEASE

This category rewards the most effective content and applications addressing issues of extreme poverty and hunger, offering solutions for those whose income is less than US\$ 1 a day, supporting the reduction of diseases and fighting the spread of HIV/AIDS and the incidents of malaria.



### EDUCATION FOR ALL!

This category gives credit to the most innovative content, platforms and solutions to give children everywhere, boys and girls alike, a full course of primary schooling, to advance their training for personal development and jobs, and to achieve a high level of understanding and knowledge of the global information society and its problems, promises, challenges and opportunities.



### POWER 2 WOMEN!

This category demonstrates the most inspiring content and communities which promote gender equality and empower women, eliminate gender disparity in education and at work places, facilitate access of women to all levels of political decision making and that strengthen women's contribution to peaceful resolution of conflicts.



# The six categories of the European Youth Award



## CREATE YOUR CULTURE!

This category celebrates the most engaging online platforms and applications expressing young people's aspirations, ideas and values, sharing their news, enabling their participation in decision-making processes, strengthening social justice, promoting the knowledge of many languages and cultures, supporting multilingualism, creating new contemporary forms of culture and preserving indigenous knowledge and traditions.



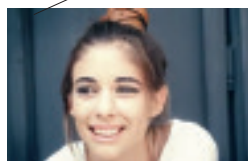
## GO GREEN!

This category showcases the ground-breaking applications and content addressing the natural environment, ensuring environmental sustainability, integrating the principles of sustainable development into country policies and programmes, reversing the loss of environmental resources including biodiversity, reducing the proportion of people without sustainable access to safe drinking water and improving the lives of slum dwellers.

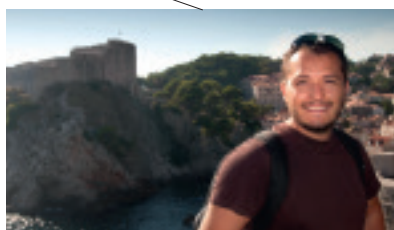


## PURSUE TRUTH!

This category focuses on journalism using internet and mobiles to cover the MDGs and to report on issues related to them as well as their realisation or failure to be realized. It addresses content excellence in terms of a fair, accurate, contextual pursuit of truth and the success in publishing the content using digital, interactive media platforms. It invites young journalists and citizens to share their news and become active participants in the public interest of their community and country.



**Giacomo Filippo Porzio**, Project Manager, 29 years old, Italy  
**Mirjam Eiswirth**, General Coordinator, 22 years old, Germany  
**Lana Pavkov**, Financial Manager, 22 years old, Serbia  
**Manuel Engelstahl**, Chief Editor, 25 years old, Austria  
**Gianluca Nastasi**, IT consultant, 33 years old, Italy  
**Chiara Marzocchi**, Legal consultant, 26 years old, Italy



## “Giacomo Filippo Porzio:

Since the beginning we thought that participating to the EYA was an unique opportunity to gain visibility for our Gluten-Free Maps Europe project. We knew we had a good prototype system at hand based on a powerful idea, nonetheless when we were notified about the victory our satisfaction was great. We are confident that participating in the EYA winners' ceremony in Graz will be a good opportunity to expand our contacts network and improve the quality of the service we provide to our website users. We are looking forward to make our project the benchmark for gluten-free travelling in Europe and beyond.

– Acts rather than words!

”





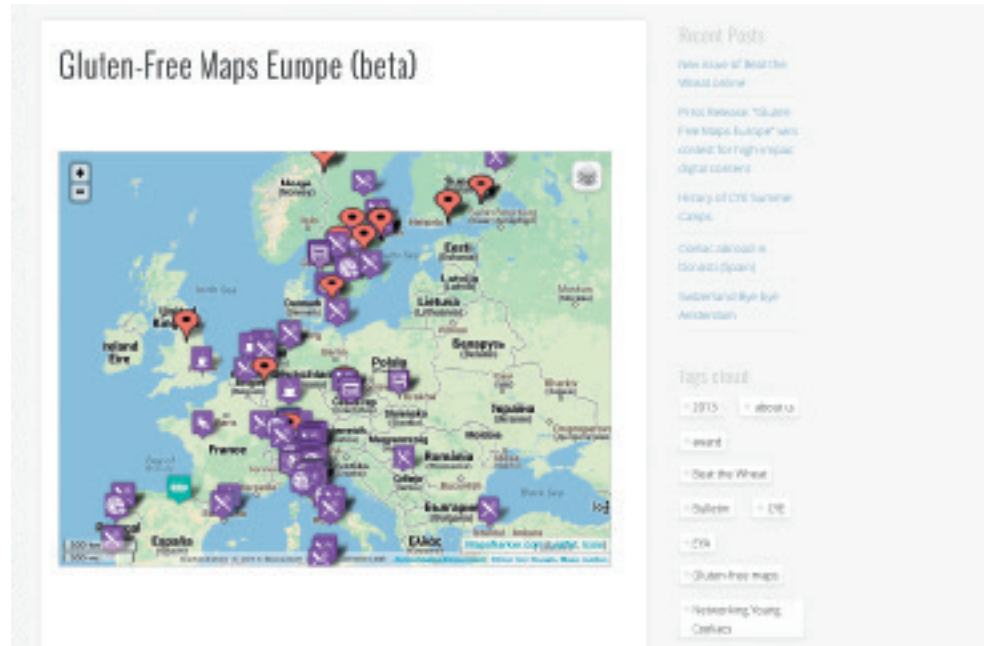
One in 300 Europeans suffers from Coeliac disease, a chronic gastric illness that causes hypersensitivity to gluten. Those affected can learn to live with their condition, but this is decidedly challenging when they want to travel. How does one find gluten-free food along the way? The project **Gluten-Free Maps Europe** provides a solution. The interactive website allows travelers to find gluten-free places all over Europe, as well as provides for networking, socializing and exchanging recipes and experiences on the road. In addition, the platform gives users access to ratings and reviews of places they have visited, thus helping travelers to enjoy carefree meals on their journeys.

For coeliacs, it is often difficult to find safe, easy-to-use and reliable information on gluten-free shops, restaurants and products. Spot initiatives exist here and there, but only on a small scale and with moderate reliability.

The Coeliac Youth of Europe, a volunteering organization with the mission of networking young coeliacs, has the ambition and enthusiasm to focus energies and to create an outstanding project on a European scale. Its declared aim is to make young coeliacs feel at home in every country across the EU.

**Gluten-Free Maps Europe** is part of a wider web project including a full re-launch of cyeweb.eu, a website including numerous other features. Among them is the "Beat the Wheat" bulletin, an online magazine published three times a year from coeliac delegates through Europe; a platform to share information about relevant events in the gluten-free world, open to an international public; and a Travel Net section with useful information to plan journeys to a particular country and including the contact information of national coeliac associations.

# Gluten-Free Maps Europe







**Shane Thomas McMillan**, *Co-Founder & Director, 28 years old, USA*

**Ysanne Choksey**, *Project Manager, 25 years old, UK*

**Dimitrina Filipova**, *Funding & Project Manager, 25 years old, Bulgaria*

**Sabra Melamed**, *UX and Project Manager, 29 years old, USA*

**Christian Kroll**, *Co-Founder, 29 years old, Germany*



**“Allversity.org:**  
*We are so excited to join the EYA Community and use digital tools to try to make the world a better place!*  
**”**





# Allversity.org: Lessons for a Good Life

**Allversity** is a free, online learning platform built to give people in low-resource settings a strong foundation for self-sufficient development. Targeted at young people aged thirteen and up, it envisions a world in which everyone has the tools they need to build healthy, equitable and thriving communities that are ecologically and economically resilient. These goals are rooted in a broad set of ideas and frameworks, among them the Millennium Development Goals, the EU Digital Agenda, and other education and development initiatives.

To realize its vision, **Allversity** builds a place for its users to gather ideas, energy, and resources around solutions to poverty. It aims to improve access to education, spreading sexual and reproductive education and to reduce maternal and neonatal deaths. The ultimate goal of the digital library is to pair measurable community action with high-quality learning materials, thus enabling

change-makers to connect online-learning with real-world-action.

The practical materials hosted by **Allversity** are based on the specific challenges change-makers face and are crafted to help them gain the skills they need to thrive. Rather than going straight to teaching robotics, it first focuses on essentials such as irrigation techniques and other basics of agriculture, health and entrepreneurship. No other online learning platform offers free courses of the type and quality available at **Allversity.org**. Launched in early summer 2013, the portal has become a place to foster creativity, collaboration and engagement. In less than a year, it has launched over 1000 lessons, 20 courses and partnered with more than 25 organizations, reaching thousands of people in 94 countries and counting. Upcoming courses include entrepreneurship, sustainable agriculture, personal health, and basic programming.





**Call for Books:**

*It was in 2011 when our team first got honored with the World Summit Youth Award – a moment that had a great impact on our lives. Through the WSYA we met so many wonderful inspiring people; people who became friends and partners. Call for Books is a project that has been inspired by the WSYA community and it makes us proud to take it back and show what we have created with the inspiration and support of other WSYA winners in 2011.*



**Carina Schmid**, Project Initiator 29 years old, Germany

**Martin Wauligmann**, Webdeveloper, 19 years old, Germany

**Ben Eve**, Project Manager, 21 years old, UK

**Rebecca Grübel**, Project Manager, 24 years old, Germany



**CALL FOR BOOKS**





**Call for Books** enables the donation of knowledge instead of money. The online initiative operates with a network of educational partner institutions around the globe, many of them being attended by students whose families do not have the financial means to support their children's education. Local volunteers can collect book wishes and upload them together with a picture and a short description to the website [callforbooks.org](http://callforbooks.org), where they are viewed and answered by volunteer project contributors. Through a simple online form they announce their donation, upload a picture and a personal letter for the child they want to support, thus not only making gifts but building relationships. In only six months, more than 130 books have been shipped this way to kids all over the globe.

Reading is one of the key elements of education – it not only helps gain new knowledge, but also enhances cognitive and social abilities. It sharpens the mind, widens the imagination, and improves expressiveness and eloquence. Therefore, a book can be more than

just a donation. It can be a personal gift that builds a bridge between cultures, giving special motivation to the student who receives it. That is why **Call for Books** asks contributors to add a picture and a personal dedication to each book, so that they give the pupil even more – they become a personal friend, helping to motivate learning and reading.

The main aim of the initiative is to improve children's and young adult's literacy and to increase their joy of reading through fulfilling personal book wishes. The platform works together with institutions around the world. The current list of partners includes schools and educational institutions in Namibia, Pakistan, the Philippines, Tanzania and Vietnam. The unifying vision is to not only connect students who have book wishes with those who are willing to give – future plans also include cooperating with local book stores through establishing online shops in partner countries in order to reduce shipping costs and support local economies.



# Call for Books





**Kambis Kohansal-Vajargah**, CMO, Co-Founder & Biz Guy,  
25 years old, Austria

**Ali Mahlodji**, Ali Mahlodji, CEO, Founder & Chief Storyteller,  
32 years old, Austria

**Stefan Patak**, Digital Communicator, Co-Founder & Superman,  
30 years old, Austria

**Manuel Bovio**, Creative Director, Co-Founder & Indiana Jones,  
27 years old, Austria

**Jubin Honarfar**, COO,  
Co-Founder & Chief Checker, 30 years old, Austria



#### WHATCHADO:

*It is per se not only about winning an award, but receiving recognition from an international community. The European Youth Award encourages us to continue what we love doing: sharing the stories of people and making jobs fascinating.*

*We experienced ourselves the misery in doing something that does not match your interests and expectations. People all over the world are in similar situations, particularly the young.*

*We believe that whatchado can be the missing link between a student and his or her possible future career.*





# WHATCHADO

**WHATCHADO**, “the handbook of life stories”, is a career-counseling portal for young people undecided what to do and what career to choose. Numerous video stories provide insight into the work life of professionals who have already entered the working world and thus support those who still have this step ahead of them. The short videos depict a day in the life of people with various professions – from bookkeepers to the presidents. More than 1,600 success stories have already been collected and published. An elaborated job matching algorithm helps to point out new perspectives for people who are still in education or currently seeking employment.

**WHATCHADO** is a combination of storytelling and a standardized short film format on real-life job descriptions. It was initiated and founded by longtime school friends based in Vienna. They started developing **WHATCHADO** as a job counseling service and went public in 2012. Their central goal: sharing the stories and backgrounds of successful professionals to inspire young people. To overcome the one-way consumption of videos, they developed a live job matching tool that accompanies every **WHATCHADO**



video. The concept: All interviewees reveal their interests and likings by filling out the same questionnaire. As a result, every interviewee has his or her own profile and agrees to be matched with users. Vice versa, the users get the opportunity to meet people with similar interests and jobs that fit their expectations. The video portraits include many notable characters, running from No-

bel Prize Laureate Muhammad Yunus, politician Birgitta Jónsdóttir and Hungarian violinist Édua Zádory to Skype founder Morten Lund and former Siemens Director Joseph Santana, from Hollywood actress Monique Coleman and Jackass star Bam Magera to the founder of Fast Company, Allan Webber and Austria's president Heinz Fischer.







**Ilena Saturay**, *Project initiator, 20 years old, Netherlands / Philippines*



**Catalina Diaz**, *Project producer, 30 years old, Chile / Sweden*

**Asha Tiwari**, *Project initiator, 25 years old, India*

**Renu Arya**, *Workshop assistant, 20 years old, India*



**“Our Right:** *Digital technology is, whether consciously or unconsciously, being widely used to shape how people think. But not everyone has access and can use it to make their stories heard. We think those who do, should share their skills and knowledge to people whose stories are unheard. These stories are most of the time the ones that should shape how people think.*

”







Access to clean toilets is important for dignity, self-esteem, personal hygiene and public health. Nevertheless, hygienic lavatories are a rarity in many regions of the world. Though located within a metropolitan city, the slums of New Delhi still do not have basic amenities for their dwellers. Shared by at least 500 families, the few public toilets are very poorly maintained. Waste is not properly disposed, garbage bins located nearby are not cleaned regularly and sewage drains are constantly blocked. Girls and young women are the most affected by these poor conditions, and rarely are their voices listened to.

**Voices of Women Media**, together with youth activists from the Indian women's rights organization FAT, aim to empower young women by teaching them to utilize their voices for a concrete change in their communities. Toilets have become the first target of change in the urban slums um New Delhi.

The lack of clean toilets goes beyond the issue of basic human rights. It is also a strong case in the battle for public health facilities and raising awareness about violence against women. To achieve improvements, the project trains a group of 20 girls in digital media & leadership skills. The six-month training emphasizes photography, radio, video and the effective use of communication technology. Participants produce, write and star a full-length documentary about their living situation, which raises awareness of their grievances. Equipped with information, they are able to gather community support to pressure local government authorities to improve the condition of public toilets in their area.

# Our Right





**Roger Soldevila**, General Coordinator, 29 years old, Spain

**Joey Cumeras**, Design and programming, 19 years old, Spain



**Isaac Martínez**, Audiovisual producer, 25 years old, Spain

**Pep Parés**, Creator of audiovisual content, 24 years old, Spain

**Arnau Costa**, Graphic designer and writer, 28 years old, Spain



## “In a multicolor chip – Cyborg Project:

*It was a great surprise for us to hear that we won the 2013 EYA competition (Create your culture award). It is an honor to come, enjoy and participate in this promising and rewarding weekend that we will spend together in Graz, where we'll have the opportunity to share our thoughts, experiences and knowledge with amazing people with the same vision and interests, and therefore continue to improve and reinvent our project to introduce the "Cyborg cause" to the world.*

”





# In a multicolor chip – Cyborg Project

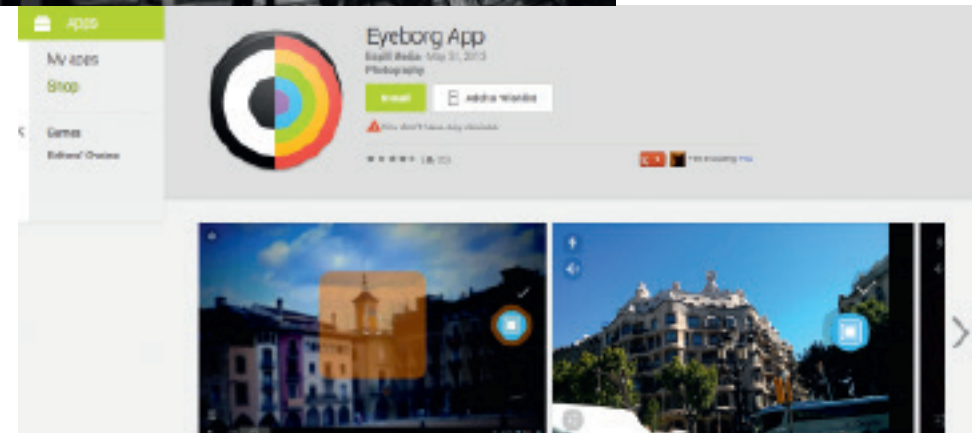
**Xip Multicolor** turns people into cyborgs. No, the aim is not to use them as war machines, but to widen their senses and capabilities by creating and applying cybernetic extensions to the human body. The project comprises an interactive documentary about Neil Harbisson, founder and first 'guinea pig' of the initiative. Neil was born colorblind. In 2004, he and his team developed an electric eye that transcribes colors into sounds. Today, the "Eyeborg" gadget is available in its 6th generation and allows colorblind people to experience the world of colorations in real-time. At the moment, the cam-earplug combination is designed for external use only, but a chip-implant is currently being developed.

The **Eyeborg app** is a mobile application that places the experience of being a cyborg, like Neil Harbisson, into people's hands. It enables the user to experience the same sensations that Neil feels through a phone. The

app captures colors using the phone's camera, analyzes them and transforms them into a sound/frequency that is played through the speaker. Capturing a few pixels from the center of the image, the users are able to listen to all the different colors.

The project also comprises an interactive game through which the user can experience Neil Harbisson's sensations by creating their own work of art or musical painting and sharing it via social networks. The website is also an important outreach to support the documentary, so that both projects eventually merge.

The initiative firmly believes that technology has the power to stimulate development around the world. The **Xip Multicolor** project is the producer's first attempt to demonstrate this, but his team is already thinking about other strategies to develop a global partnership for development.





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## Graz as a center of creative ideas

As „City of Design“, the city of Graz enforces the permanent support of creative ideas and innovative projects. Artistic creativity is one of our most important trademarks. It has a major impact on our social and economical urban development. In order to support this creativity on a long-term basis, it is essential that already people of a young age obtain an awareness for powerful ideas, social innovations and international collaborations. The **eight university-level institutions**, which are situated in Graz, set the cornerstone for this development. They offer a broad variety of study fields and thus are a place where creativity and European collaboration is lived on a daily basis. In Styria, all in all 17.000 employees and 4.800 enterprises

work in the creative field. The capital Graz is the regional center and is known as one of the **most dynamic creative locations in Europe**. In Graz, the prime example for our creative urban development is the quarter „Jakomini Viertel“.

Here, a huge focus is set on the encouragement of young people working in the creative industry. As a result, numerous young enterprises with creative background have been established in the last years. Many of them due to the support of the city of Graz. This is reason enough for the city of Graz to **support the EYA Festival** this year. An event that focuses on young, talented people and their ideas for a better world.

[www.wirtschaft.graz.at/EN](http://www.wirtschaft.graz.at/EN)



**Ian Power**, Executive Director, 26 years old, Ireland



**John Buckley**, Youth Engagement Manager, 27 years old, Ireland



**Marie Duffy**, Editor, 28 years old, Ireland



**Tricia Purcell**, Online Journalist, 23 years old, Ireland

**SpunOut.ie:**

*We're so honored to be receiving a EYA! We are in such prestigious company with the other awardees. SpunOut.ie is a small organization, but we feel we pack a punch!*

*We participated in EYA because we knew that others in this space will be innovative and passionate, we want to share our vision for European Young people and work with other innovators to see what we can make happen in Europe. We can't wait for Graz!*







# SpunOut.ie - Ireland's Youth Website

**SpunOut.ie** is a non-profit website created and run by young people for young people. The online magazine promotes positive mental health, general wellbeing and healthy living in order to reduce harmful behavior amongst youths and enables young people to live happy, healthy lives where they can avail of opportunities and build a bright future for themselves.

Employing communication technology, **SpunOut.ie** aims to help teenagers and young adults aged 16 to 25 in Ireland and Northern Ireland to make informed decisions and covers important youth-related issues in an unconventional manner. This includes providing non-judgmental information on smoking, drinking, drug consumption, contraception and sexually transmitted diseases, as well as, on the hazards of internet addiction and compulsive gambling. Moreover, the platform offers help with finding work and scholarships.

The large variety of content is tied together by a number of key principals: it promotes positive living and wellbeing, it is written in a youth friendly and easy to understand tone, it is non-judgmental and there is no advertising. The **SpunOut.ie** Action Panel, a volunteer board of young people leads the organization. This ensures that the portal is youth lead and remains up to date in delivering relevant information to its audience.

The website is designed to be easy to use and mobile friendly. In addition to the main online product, **SpunOut.ie** also runs a number of offline events, the most notable being a live web-streamed youth event that involved over 100 youth volunteers and which is now available to view on their youtube channel. More than 850 articles by over 250 authors have been published so far.

**SpunOut.ie** is an essential source for teens in- and outside Ireland.

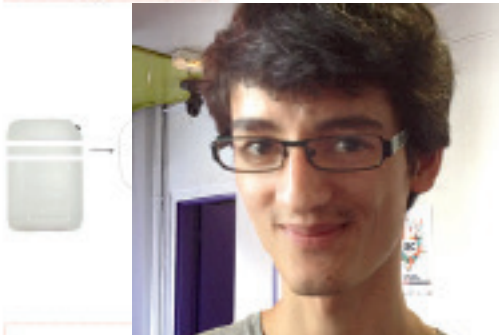




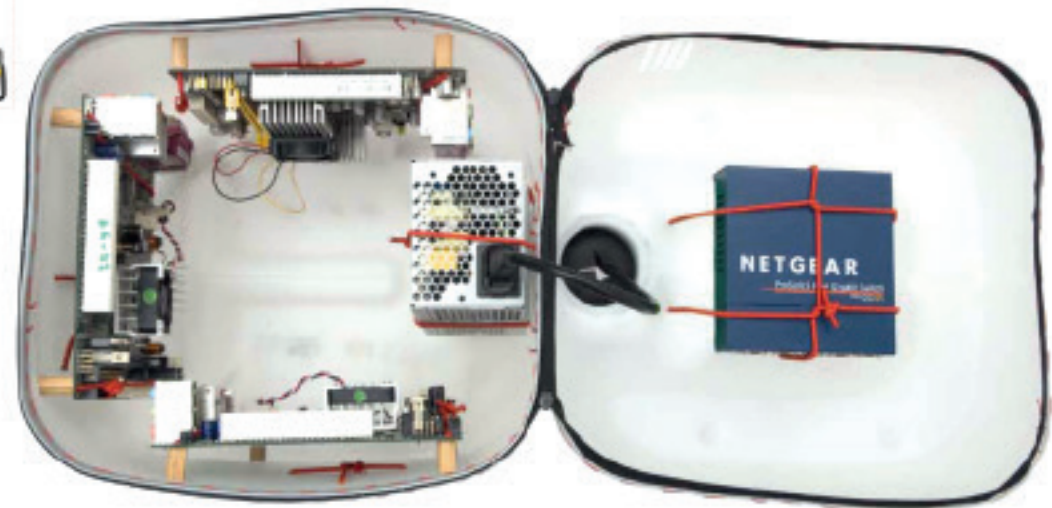
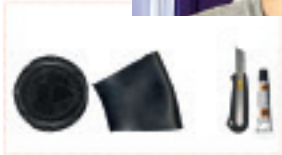
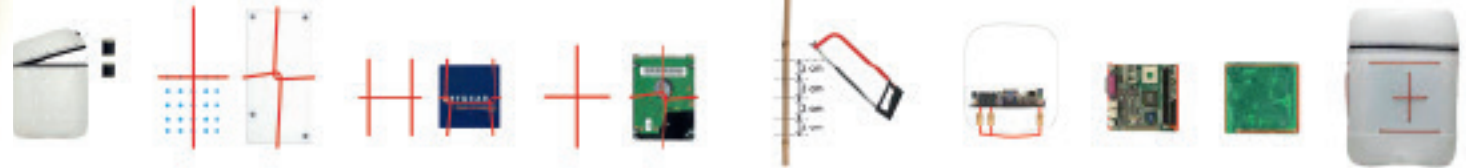
**“ Jerry do it together:**  
*Producing a recipe for an open-object is  
 a fascinating enterprise*  
**”**



**Justine Hannequin, Art Director, 25 years old, France**



**Emilien Ah-Kiem, CTO, 25 years old, France**



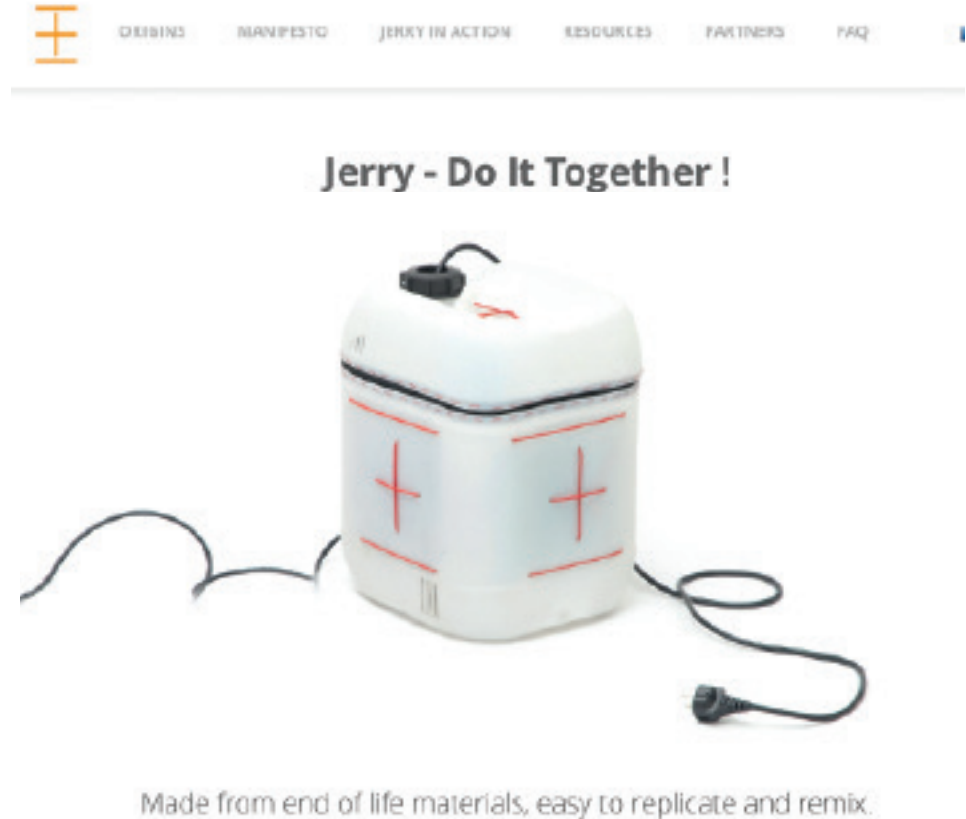


**Jerry Do It Together** is an open-knowledge project that actively illustrates the building process of IT infrastructures. Jerry, the protagonist of the initiative, is a customizable computer inside of a plastic jerry can, built with its final users. The project relies on simple open-source manuals that explain how to assemble Jerry out of end-of-life materials by turning electronic scrap into a low-cost solution for digital empowerment. A global community of users and builders relays it locally, offering cheap and eco-friendly access to information and communication technologies, and bringing together citizens who have decided to build a more inclusive digital society. Using local resources and commons (material, software and skills), DIY-geeks from all around the world create Jerry computers, thus enriching the commons in the process.

Like most open-source projects (Arduino, Instructables...), **Jerry Do It Together** is built

upon the contributions of its actors. Currently, Jerry computers are responding to challenges in Cameroun, Togo, Benin, Ivory Coast, Algeria and France. These local actions are especially valuable because they serve to align regional challenges with the dynamics of the global community. **The Jerry-community** employs a systematic strategy, creating incentives for taking action and distributing methodologies that adapt to local capabilities and needs. Jerry has almost no production costs. It evolves on the edge of the consumerist market and places the focus on social problems. Thus, the project creates strong incentives for bottom-up initiatives. Relying on the coordination of collective intelligence and aiming to improve life conditions around the world, **Jerry Do It Together** is a valuable contribution to the MDGs with a high-potential to attain a sustainable social impact.

# Jerry Do It Together







**Nicolas Buttin**, *System Designer*, 29 years old, France



**Brieuc Saffré**, *Business Developer*, 28 years old, France

“

**Wiithaa:**

*Thanks for supporting us, it's a great honor to be selected. Entrepreneurs, let's redesign the world together! Upcycling is what great design should be all about: making more good for the environment, people and business at the same time. It simply means designing for abundance and it's possible. In fact, design has always been there in Nature all around us, ready to be copied and remixed...*

”





**Wiithaa** is a moral idea. Upcycling means breathing new life into objects by adding value with a fresh design and new application spectrum. Waste is turned into a new resource. In the **Wiithaa Boutique**, designer furniture made of empty tin cans, old road signs and other end-of-life materials is showcased and available to be purchased and assigned a new purpose. By helping businesses and communities to reduce or recover the waste they produce, it opens new economic, social and environmental opportunities and contributes to a transition from a linear to a circular economy.

Thanks to good design, people can create new economic, environmental and social opportunities. From precycling (developing eco-conceptions) to upcycling (creating value with waste), **Wiithaa** envisions new products and services to make business more human and relevant. The team behind the

project is also planning to create a “Wikipedia of upcycling”. Engineers, designers and architects will be invited to contribute and share their ideas or projects. Users will be encouraged to enter their materials or objects and they will also have a chance to see all the upcycling already accomplished by the means of plans, photos, videos and tutorials.

The entrepreneur generation of **Wiithaa** is more focused on creating shared value. The tool has the potential to make a big difference for society. Waste is a big issue. The massive financial crisis changed the way most people live. Many have realized the excess of consumerism and want to act in a more clever way. **Wiithaa** could make a big difference: it will make it easy for everyone to realize their own upcycling ambitions.

# Wiithaa, the upcycling network





**Alois Paul Spiesberger-Höckner**, *Software Developer, Interface and Interaction Design, 25 years old, Austria*



**Florian Jungwirth**, *Software Developer, Interface and Interaction Design, 25 years old, Austria*



**Christoph Wöss**, *Software Developer, Interface and Interaction Design, 25 years old, Austria*

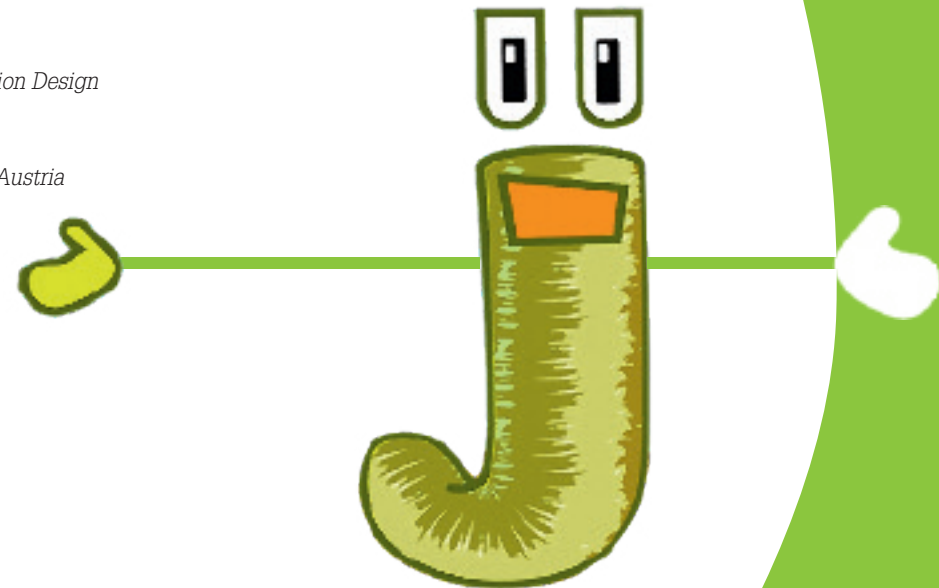


**Georg Steinfelder**, *Graphic Designer, Illustrations, 25 years old, Austria*



**Woody:**

*Sharing ideas, gaining new knowledge and finding new possibilities. Creativity is like water. Once it flows it can change the world. Meet, work and have fun together! Overcome borders and celebrate Europe as our common future.*







Kids these days can't tell a beech from an oak tree? Then they apparently haven't met **Woody**, a timber worm who needs their assistance to survive. After installing Woody on their mobiles, kids can feed him with wood by interacting with real trees in their environment in order to extend his life as long as possible. It is their choice whether to cut down a tree or let **Woody** just nibble a bit. They will see that when chopping down all trees in their surrounding area it will become increasingly difficult to gather food for **Woody**. With this gameplay mechanics, the infotainment app aims to boost the awareness of trees and nature in urban areas and to encourage people to think about sustainability and resource management.

Vienna currently has about 1.9 million inhabitants. However, too few are aware of how much quality of life Austria's capital actually has to offer and how closely this is tied to the

trees and parks all over the city. Too little attention is paid to the trees along the street and few more have an idea how old trees in the city are. **Woody's** declared aim is to change this. Informative features such as an extensive Treepedia and a map of all trees in the Austrian capital are combined with fun. At the same time, the user encounters information and entertainment. **Woody** combines interesting facts with fun gameplay, while delivering a clear message.

The game was developed for the Android platform. For every tree in Vienna, the app provides information such as height, Latin name and age. Furthermore, the tree map gives a great overview and orientation for the user. It also illustrates the vast variety of trees planted in Vienna. Last but not least, the app provides a comprehensive tree-database with all species. **Woody** raises awareness for the flora



# Woody



available at Google Play Store



Austria





### **Beyond Violence:**

*We are a movement. A global movement that is passionate about utilising digital technologies to facilitate transforming violent conflicts through mass participation and communication. And we are a movement proud to win this prize which shows that others believe in our passion and our hard work.*



- 1 **Tim Williams**, Executive Director, 26 years old, UK, Germany
- 2 **Paul Steinheuer**, Executive Director, 25 years old, Germany
- 3 **Funmilola Nurudeen**, Financial Officer, 46 years old, UK
- 4 **Natasha Leite**, Campaigns and Research Associate, 26 years old, Brazil
- 5 **Ayesha Carmouche**, Blog Manager, 27 years old, UK
- 6 **Barnaby Locke**, PR Manager, 24 years old, New Zealand
- 7 **Gertjan Hoetjes**, Research Associate, 28 years old, The Netherlands
- 8 **Helena Burgrova**, HR Manager, 27 years old, Czech Republic
- 9 **Tawhidul Alam**, Campaigns Associate, 34 years old, Bangladesh
- 10 **Myriam Ménard**, Social Media Manager, 26 years old, Canada
- 11 **Manuel Domes**, Multimedia Associate, 30 years old, Germany
- 12 **Priya Mohanty**, Campaigns Associate, 35 years old, India
- 13 **Morganne King-Wale**, Campaign & Research Associate, 28 years old, Canada
- 14 **Michaela Jezova**, Social Media Associate, 25 years old, Czech Republic
- 15 **Fasil Damte**, Twitter Associate, 42 years old, Ethiopia
- 16 **Alice Williams**, Languages Manager, 23 years old, UK
- 17 **Anna Bilous**, Fundraising Manager, 25 years old, Ukraine
- 18 **Maddy King**, Campaigns Manager, 24 years old, New Zealand





# Beyond Violence

**Beyond Violence** leads mass participation campaigns and facilitates online dialogue with global reach, pushing for non-violent conflict transformation through the innovative use of ICT. The core strategy is based on combining high impact with high cost-efficiency by drawing on the existing infrastructure of devices and communication channels. This allows people around the world to easily join, participate and contribute, which in turn creates momentum and enables **Beyond Violence** to push for non-violent approaches to conflicts. Specifically, the online platform serves three purposes: First, to mobilize people through petition software, allowing mass participation in an effort to pressure key conflict actors to embrace constructive non-violent approaches. Second, to enable dialogue between people from all sides of a conflict through a safe and open discussion space, thus tearing down walls of hatred and

facilitating constructive interaction. Third, to inform about conflicts around the world, raising awareness of the destructive impact of violence and pointing to opportunities for non-violent conflict transformation. This three-point strategy executed through Internet and mobile phones, puts **Beyond Violence** in the unique position of running campaigns which are truly driven by local ideas and expertise, thereby ensuring context sensitive, specific, sustainable and realistic goals. Over the last year, **Beyond Violence** has launched several campaigns, focusing on the Armenia/Azerbaijan conflict, and on the prevention of violence in the Kenya and Zimbabwe elections. Current campaigns concentrate on Pakistan, Syria and Colombia. By targeting non-violent conflict transformation, **Beyond Violence** works towards developing a global partnership for development – engaging with partners in conflict areas and uniting people in their wish to end violence.







**Yvonne Widler**, Chief Editor, 31 years old, Austria



**Johanna Schwarz**, Journalist, 27 years old, Germany



**Fabian Lang**, Art Director, Web Designer & Developer, 26 years old, Austria

**“Paroli Magazin:**  
*It's nice to be surrounded by so many good and honest projects. Awards like the EYA help national magazines to grow and to get international contacts.*  
*We are happy to be one of the chosen projects.*”



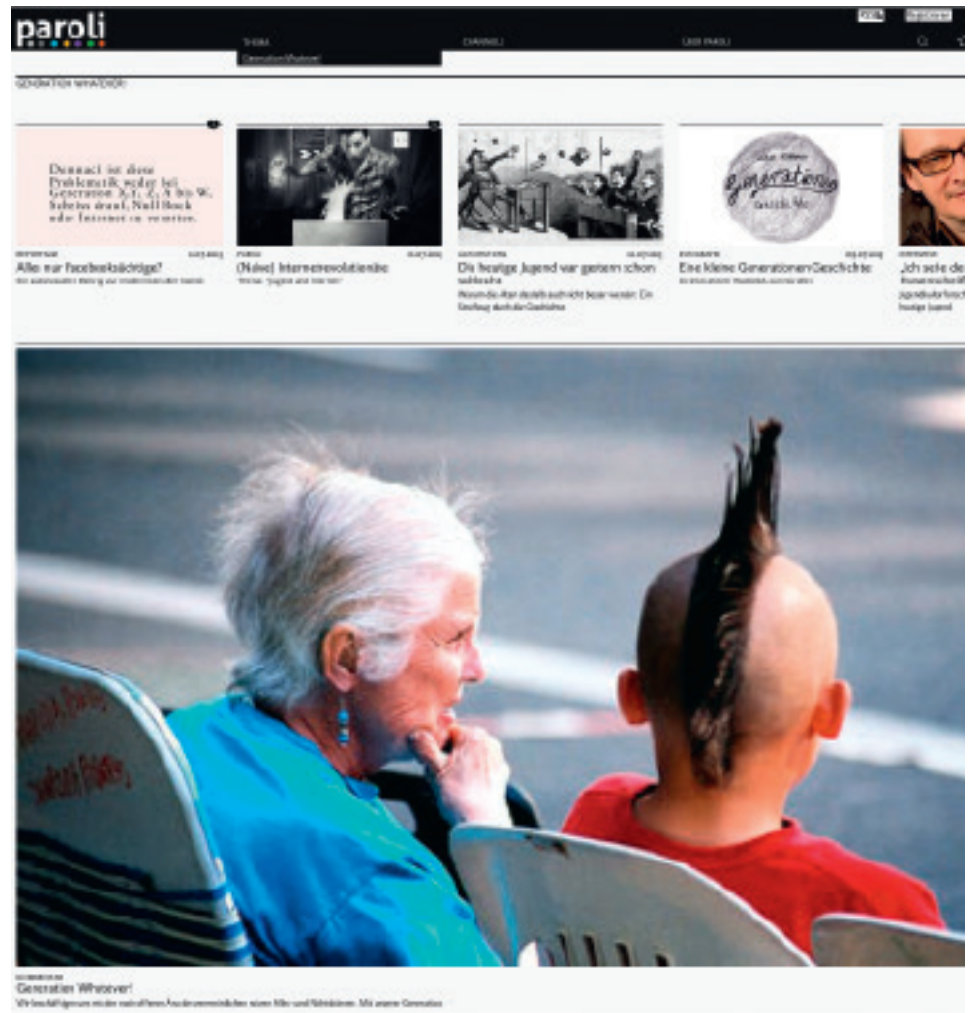
**Paroli** is a young online magazine standing out from the crowd. It comprises seven unique, unprecedented formats to cover stories on society, politics and culture. Since March 2012, the e-paper provides unconventional reports targeted at youth and young adults. The creative team wants to follow another path than most internet magazines: they are trying to be more innovative by reaching their target groups where they are. Paroli publishes stories that come directly from the streets of Austria's capital, Vienna, where the magazine originated. This form of "guerilla journalism" does not only appeal to many young readers, but also serves to include voices which might otherwise have remained unheard in public discourse.

The magazine relays ways of presentation that are inaccessible to traditional media. The interactive use of videos, text and pictures in a pleasant way is essential to **Paroli's**

approach to news coverage. Reports, interviews, analytical essays, and opinion statements address a variety of youth-related issues such as education, immigration and military service, which is still compulsory for male youths in Austria. Affectionately designed infographics explain complex topics and thus aim to overcome the aversion many young readers show for old-fashioned statistics and diagrams.

At the moment, the young team is also working on a web-documentary titled "Faces or numbers", which was financed via crowdfunding. Throughout summer 2013, they have travelled across Europe on a quest for stories about the lives of young people in different parts of the continent. The result aims to be an illuminating document of European youth-culture, as well as, an outstanding contribution to cross-cultural youth dialogue.

# Paroli Magazin

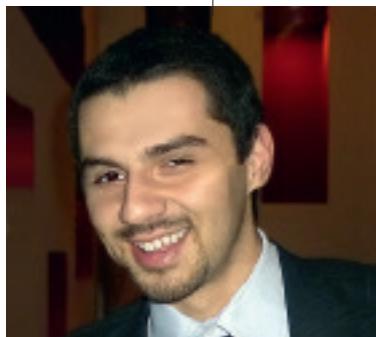




**Trim Kadriu**, *Project leader / Application and Web Developer*, 21 years old, Kosovo

**Saranda Ilazi**, *Public relations / Promotion*, 23 years old, Kosovo

**Agim Kadriu**, *Physics consultant*, 50 years old, Kosovo



## “Virtual Physics Laboratory:

We are very delighted that Virtual Physics Lab is recognized as an influential factor in education. I strongly believe that events like EYA can serve as inspiration and encourage the youth to bring social change in their community. EYA is creating a common platform for youth innovation and engagement. Our hope is that this award will serve as a mean to expand the project to reach our goal of digitizing education in Kosovo.

”





The **Virtual Physics Laboratory** lab comprises a collection of applications which feature interactive Flash files that simulate physical processes. Users can manipulate a variable and observe the outcome of the change on the physical situation.

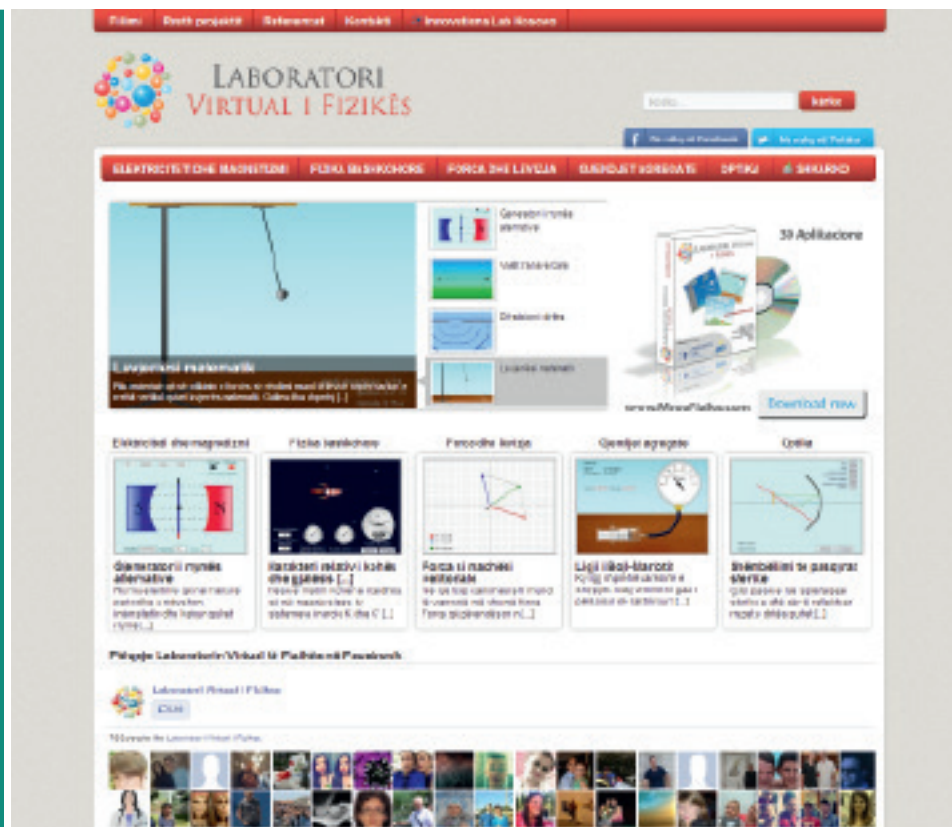
A total of 30 applications have been developed so far. All of them are in accordance with the physics book used in high school classes in Kosovo. Their content has been the central source for the app.

To ensure the relevance of the virtual experiments, an external physic expert has served as consultant throughout the whole process of programming. The applications were developed using Adobe Flash Action Script, which is considered one of the best and most user-friendly ways to create programs for web interface. The website is easy-to-use,

transparent and modern. Visitors can exercise and learn online and also have the opportunity to download the lessons to their computers.

By visualizing physical processes in an interactive way, the **Virtual Physics Laboratory** provides help for both students and teachers. Teachers can employ it as a facilitating tool that makes it easier to illustrate abstract and complicated formulae. Pupils, on the other hand, benefit from the visualizations in the process of practicing and understanding theoretical knowledge acquired in school. Important concepts are translated from abstract into concrete understanding. **Virtual Physics Laboratory** is a great example for the potential of using technology and e-Content in schools.

# Virtual Physics Laboratory





2014 ELEVATE AWARDS SHOW

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Schokoladen

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**#ELEVATEAWARDS**

# 13 Projects – 1 Story

Have you ever been to Vienna? I was recently there and experienced its natural beauty. It is a very green city with thousands of public trees making you feel comfortable. It needed a mobile worm called **Woody** to make me realize this for the first time of my life.

I took the underground to visit one of my friends. I used the time to inform myself about the newest trends and Austria's hot topics on **paroli.at**. While I was reading one of the best, independent articles I have ever read, two girls took a seat just opposite of me. My attention was caught when I heard one of them saying "It's especially hard when I cannot eat at home. Just imagine you only have the choice to starve or spend the whole afternoon on the toilet. That's literally shit!" She suffered from the coeliac disease. Before I got off, I told her about **Gluten-Free-Maps Europe**. Gratefully she assured me that this will ease up her life.

My friend, a teacher, opened the door. I could read in her eyes that her day must have been very exhausting. "You know", she started, "it's difficult with children of a certain age. They do not listen to adults. They are rebels. Sometimes I just don't know how to support them. They are not interested in learning. And a lot of them really seem to be frustrat-

ed; they do not have goals and lack perspective in terms of jobs." I showed her **Virtual Physics Laboratory**, **spunout.ie** and **whatchado**. "Sometimes it's better to simply point the way and help them to find a source of information." I said. "You are right", she replied.

On my way back home, there was a beautiful rainbow in the sky that coloured Vienna in a fascinating light. I saw a blind man sitting on a bank staring into the sky. I felt sorry for him that he could not see this beauty and **Cyborg Chip** crossed my mind. It would definitely be fascinating to hear these colours and I imagined a wonderful melody for this outstanding wonder of nature.

Back home, I switched the TV on. 200 civilians have been killed in an armed-conflict in Syria. Once again, our world was unable to live in peace. Will this ever come to an end? I thought of **Beyond Violence** and became more optimistic. This is definitely a beginning. Suddenly it came to my mind that my Dad's birthday was coming up. As every year I had no idea what to buy for him. I finally found the perfect present – something for every day's life with a fancy design but environmentally friendly: Lampe Canette from **wiithaa.com**. Satisfied, I went out to meet some friends. One of them complained about high com-

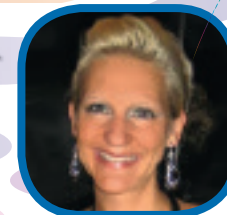
puter prices. I told him, "Build one yourself!" "Are you kidding?" he replied, "no one can do that". "Do you want to bet on it?", I said. **Jerry – do it together** helped me win the 100 Euro bet! I felt a little bit guilty because I won with my superior knowledge and decided to use the money for something good. I fulfilled the book wish of a 7 year old boy in Nigeria on **callforbooks.com**. Good feeling.

Last month I visited my friend in Delhi. 12.5 billion people there are struggling to make their living every day. Since I have been there, I know why initiatives like **Our Right** and **Alliversity** are so important. The few public toilets are dirty and not safe to use. Little kids are approaching cars and Tuk Tuks on the street halting at traffic lights to beg for money. They do not have the education it needs to find a way out poverty. They simple don't know how to help themselves.

I am happy that I was one of the first to learn about 2013's winning projects. I congratulate all winning teams: you are smart, you are engaged and you definitely stand out of the crowd. Your projects really can affect everyone's life, anywhere and anytime. Keep up your great work!

*Birgit Kolb*

Birgit Kolb  
EYA Project Manager





# Knowledge is for everyone!



## Dive into the Internet – but stay safe!

Discover all the Internet has to offer and join the free Internet training sessions provided by A1. Around 35.000 people have already taken part and more are joining us every day. Just call us on +43 50 664 44 505 or visit us at [www.A1internetfüralle.at](http://www.A1internetfüralle.at) for more information and to register.



# 1

## Internet für Alle.

# 35,000 Participants

## And this is just the beginning

### "A1 Internet for All" Project

Whether business experts, scientists or politicians, all agree: the internet and all it offers form an important, if not the most important, foundation for economic growth and social development. From a purely technical point of view the blanket provision of broadband in Austria, either via cable or mobile phone technology, already exists.

#### Equal Access to Information, Knowledge and Education

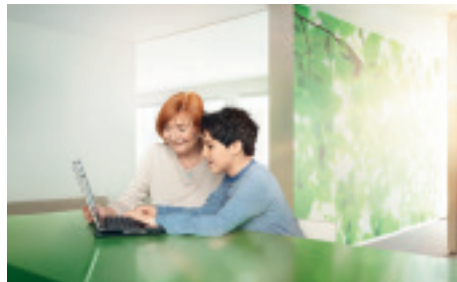
Despite this, around 20% of Austrians still do not use the internet and therefore have no

access to its wide range of knowledge and educational products. In particular older people, people with a lower socioeconomic status, the rural population and women have fewer opportunities to use the internet as a source of information and communication. These people are therefore unable to leap into the virtual world.

#### Together we can close the digital gap

In order to permanently close this digital gap, we worked with partners from educational and social spheres during the autumn

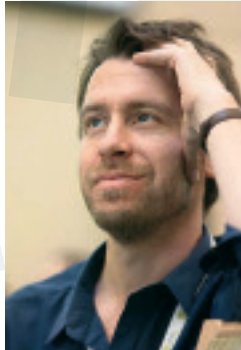
of 2011 to bring the 'A1 Internet for All' initiative to life. It provides targeted support to enable the development of an inclusive modern information, knowledge and network society. Free courses allow children, teenagers, adults and the older generation to acquire the skills they need to play an active part in society during the digital age. We are proud that after two years, over 35,000 people have participated in these courses. But this is just the beginning and there is much more in store.



# EYA Grand Jury

**Birgit Maier**, *Marketing Manager, Member of Board, Goldbach, Austria*

"I was impressed by the wide variety of inspiring ideas and different approaches, all leading to a common goal."



**James Norwood**, *Associate Professor, Erhvervs Akademiet Lillebælt, Denmark*

"It's always inspiring to see the many initiative taking place around the world which are and will impact on people's lives and make a difference."



**Michael Terler**, *Innovation Management Professor, Campus02, Austria*

"I was impressed by the diversity of all the projects ... a refreshing sign for the creativity and the inventiveness of Europe's youth. That makes me confident in our future."



**Yuwei Lin**, *Lecturer in Future Media, School of Arts and Media, University of Salford, UK*

"I was privileged to be a member of the EYA jury this year. All the contenders were strong, creative and well-purposed. It certainly has been an inspiring process for myself as I have learned a lot from evaluating these projects."



**Alexandre Rogalski**, *Digital Agenda Europe, Youth Adviser, Belgium*

"Making a link between technological progress and social engagement is a key to a better future for our society. EYA finalists just do it. In my everyday job in the European Commission I'm happy to deal with youth related portfolio in DG CONNECT and contribute to the shaping of young generations future."



**Olga Shirobova**, *Venture & Fellowship coordinator, Ashoka Czech Republic, Czech Republic / Austria / Russia*

"It is great to be reminded once again how creative, entrepreneurial, empathetic and tech savvy many young people of today's Europe are. The motto of leaving the world a better place than You found it and the way You intertwine Your knowledge of technology with serving the noble matters is truly inspiring. It is my honor to be part of the EYA Jury 2013 and of the emerging larger international community of passionate change-makers."



**Lorenzo Casullo**, *Steer Davies Gleave, Transport Consultant, volunteer for UN-Habitat, Italy*

"As a juror, I have witnessed the wealth of knowledge, enthusiasm and presentational skills that our youth across Europe is able to put together. I have reviewed their projects and supported those with a sustainable path ahead, as well as those that encouraged participation the most."



**Elif Kalan**, *Habitat Center for Development and Governance (NGO), Turkey*

"As young people, we are not only the leaders of tomorrow but also the PARTNERS of today."

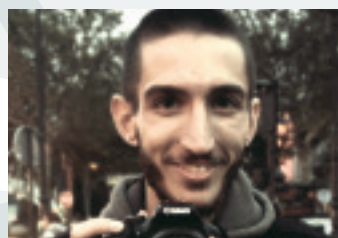


**Niki Ernst**, *Founder IACy, TEDx Ambassador, Vienna / San Francisco*

"We are living in an era of community and innovation. And all it takes to fill these words that have become hollow words. Interaction happens immediately. True for customers, innovators and jury members. Successful are those who enable, encourage and inspire interaction. Again, I have seen enough projects (in the evaluation process) that comply with the mandates of a potential success-story to confirm that the EYA has become an institution of the maker movement. of those who change. of those who matter."

**Sébastien Bourdu**, *Co-founder of Leftr.com and freelance web developer, France*

"The quality of the projects shows that this generation can eradicate poverty and create a world of abundance for everyone."



**Milena Stošić**, *Psychologist, European Youth press/WAVE magazine/National Youth Council of Serbia, Serbia*

"The EYA is an excellent initiative for the digital times we live in, to make technology work for higher human causes. It is encouraging to see so many creative youth projects from all around Europe that aim to cause social changes. Therefore, the judging process is not always easy in this respect, but I hope that these kind of events will inspire other stakeholders to support youth initiatives and contribute to achievement of the UN MDGs."



**Barbara Schmiedl**, *Kenne deine Rechte, Programm, Menschenrechtsbildung, Öffentlichkeitsarbeit, Austria*

"The digital world mirrors the world we're living in. Therefore we have to claim, promote and implement our human rights in either of the worlds over and over again, and the youth award is a most welcome way to make human rights heard."



**Cai Melakoski**, *TAMK, Head of Media Programme, Finland*

"Young people all over want to make a better world but don't know what to do. EYA is most helpful in demonstrating that everyone can create projects to make a change. EYA participants show creative ways to share and mobilise activities to reach the Millennium Development Goals. I see EYA also outstanding as an educator in interactive media; EYA winners show in an exemplary way how to reach brilliance in media production."



**Adam Montandon**, *Associate Professor at Erhvervsakademiet Lillebælt, Author of The Awesome Department, UK / Denmark*

"I love to see so much innovation, creativity and brilliance from these inspirational young people from across Europe. The world can be a brighter place thanks to the talents, hard work, dedication and the passion of every young person represented by these awards."



**Kostas Gouliamos**, *Vice Rector for Research & International Relations, European University Cyprus, Cyprus*

"EYA is passionate about innovation and creativity and, thus, it delivers remarkably astonishing international experience. EYA is a distinctive locus to worldwide scholars, students and professionals to share their knowledge with each other's ; it is a digital technologies as well as ICTs & new media hub committed to link all the knowledge sources to build an interactive era by generating new concepts, insights and opportunities for social inclusion and cultural symmetry in a modest dynamic world."

# EYA Grand Jury



**Ivana Savić**, *Centre for Human Rights and Development Studies, Executive Director, Serbia*

"Change has to be fun and enjoyable!"



**Dana Podmolikova**, *European representative, UN-HABITAT Youth Advisory Board, Czech Republic*

"It's been a pleasure to be part of this year's contest. The projects are outstanding and I can't wait to watch its growing success and benefits."



**Isabelle Cholette-Bachner**, *T-Mobile Austria, Head of Customer Experience, Austria*

"The key in creating sustainable services is to keep the perspective of your target audience in mind at any time, as a foundation for adoption, thus impact."



**Igor Skunca**, *Master of Arts in Visual Communication and Image Research, Croatia*

"I am honored to be a part of jury @ European Youth Award; i hope that works we selected as the best of the best will provide more efficient and faster ways to reach the Millennium Development Goals and a better life for all of us. Live long and prosper. @skunca"



**Christian Kittl**, *CEO & Research Director, evolaris next level, Austria*

"Having the honour to jury the excellent

projects submitted to the EYA was really inspiring to me. There was so much creativity and innovative thinking in the submitted works and I learned a lot from evaluating all the projects. Also, the jury process was very smooth and transparent, a valuable discussion between jurors arose regarding the correct categorizing of projects or their disqualification, and always a democratic voting preceded the final decision."



**József Fülöp**, *Head of Media Institute, Chair of Animation Department at Moholy-Nagy University of Art and Design, Budapest, Hungary*

"To be member of EYA jury offers a unique situation. To see the convergence of art and technology, to recognize the innovation capacity of European youths in that field proves that we can make a better, sustainable, more responsible life. This is the the key element of the further development in our society at the digital age."



**Korash Sanjideh**, *Director and Founder ExPlay Ltd, United Kingdom*

"What i find interesting with nominees this year, is the depth of creativity that goes into communicating their messages. To them, the technology is only the tool to serve to raise awareness of their various goals, and to be noticed in a age where mass communication saturates everything around us, it is this high level of creativity and innovation that make the projects stand out!"



**Ghislain d'Adesky**, *Senior Managing Consultant at Huawei, France / Poland*

"I am very pleased to have been chosen to sit on the jury of this year's European Youth Award. I found the experience very rewarding. The skills, talent, motivation/passion of these young people are really impressive, I would even say humbling: I wish I had achieved as much as they have when I was their age. And I believe that is only the beginning, I am certain that we are going to hear/see a lot more from them in the years to come! Thank you ICNM for involving me in this process."





**Valon Nushi**, *Project Developer at Innovations Lab Kosovo, Prishtina, Kosovo*

"Working with youth is always such a great pleasure, but at the same time the evaluation process is very complex since they are doing incredible job around the world."



**Maciej Witowski**, *Student of Telecommunication / Vice Chairman for External Affairs in EESTEC International, Poland*

"It was amazingly inspirational to see the work of so many inspired, remarkable, young people."



**Oliver Petro**, *Product Manager, Red Bull, Austria*

"Today's technologies offer you the chance to come up with the most disruptive ideas and concepts. Use this opportunity and make the most of it, whether for good cause or change. Be disruptive, move the establishment and break the perception of known barriers."



**Lena Robinson**, *Communications, Three Coins, Austria*

"I am deeply impressed by the wits and guts these young people bring to the table. Their projects inspire me in my own work."



**Arnau Gifreu Castells**, *Professor, University of Vic – Research Affiliate/Comparative Media Studies, Open*

*Documentary Lab (MIT), Spain*

"Taking part in the EYA Grand Jury was most rewarding. The other jury members are all experts in different fields and the activity becomes a two-way experience: you are choosing the best projects with your know-how and at the same time learning about new trends by keeping an eye on young digital natives with an extraordinary potential for creativity."



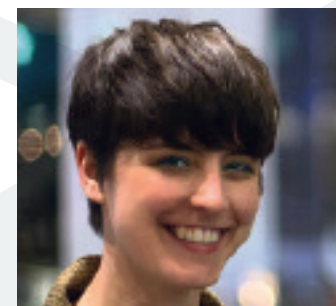
**Antoaneta Ivanova**, *Co-founder of web platform mladiinfo.eu, Republic of Macedonia*

"As a first time to be a jury member of European Youth Award, the experience was not only good but I must say, excellent. I've seen extraordinary ideas in the hundreds of submissions that show how young people around Europe understand the importance of MDGs and they believe that youth's online projects could make changes."



**Pavel Varbanov**, *European Software Institute – Center Eastern Europe, Bulgaria*

"The technical and social aspects – design, implementation, deployment, impact - of the products competed for the Youth Award are certainly important, but I'd like to challenge the future participants to reflect on the interactive channel which their product creates, the channel where the magical capabilities of the multitude meet and relieve individual or global sores."



**Emilia Bruck**, *Editor-in-chief, Atlantis magazine, Austria / Netherlands*

"The EYA Jury process was a great chance to learn about and be inspired by the many youth led initiatives addressing the MDGs through digital media. By bringing together these great minds that think alike, the EYA promotes those who take the energy to make a difference and be the change."



# STUDY MEDIA IN TAMPERE!

At EYA you can always see a dynamic team of international students coming from the Media Study Programme of Tampere UAS.

The students of this four year programme leading to the Bachelor in Culture and Arts Degree come from 32 countries around the globe.

## STUDY PATHS

Music  
Production



Interactive  
Media



Required pre-task available  
on the 6th of December at:

[www.tamk.fi/media](http://www.tamk.fi/media)



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# Connecting Knowledge



**SMART PEOPLE WORKING TOGETHER ACROSS BORDERS** – that's what the European Youth Award is all about. Therefore, we have connected students and e-content producers from all over Europe in a unique group project.

Student groups from Denmark, Spain, Germany and Finland joined forces via Google Hangouts to exchange knowledge, share visions and apply skills acquired throughout the academic year. Together they explored the innovative potential of this year's winning projects, examined

their performance, design and usability, and made suggestions where they found room for improvement.

Tomorrow's academics and next-generation IT pioneers were united by a common goal: Pushing forward the UN MDGs and European Digital Agenda!

Be prepared to experience the outcomes of this pan-European collaboration at the **EYA festival**, where the student groups will present their work.



Thursday | November **28** 2013

## Young digital transformers: Starting-Up

- Throughout the day **Arrivals & Registration**  
Enjoy your free time and explore Graz!
- 15:00 **Meet Up: First Get2Gether**  
*Hotel Daniel, Europaplatz 1*
- 16:30 – 17:45 **Festival City Graz: Exploring Tour**  
*Meeting point: Hauptplatz, Fountain*

- 17:15 – 18:30 **Excellence for ears and eyes:  
Opening of EYA Festival 2013**  
Lightening Talks and official opening  
By invitation only  
*City Hall Graz, Hauptplatz 1*
- 18:30 – 21:00 **Friends, Fans & Family:  
Social networking @ the City Hall**  
Find friends, network for the evening  
By invitation only  
*City Hall Graz, Hauptplatz 1*

Friday | November **29** 2013

## Young digital innovators

*Europäisches Fremdsprachenzentrum, Nikolaipplatz 4*

- 9:00 – 10:45 **On the edge:  
Navigating digital innovation paths**  
Kick-Off Keynotes by international speakers:  
Be inspired by outstanding visions and ideas!
- 11:00 – 12:30 **EYA World Café I:  
New Innovation landscapes**  
Interactive discussions with international experts
- 12:30 – 13:30 **Workshop Sessions I:  
Creative innovation practices**  
Creativity Workshops
- 13:30 – 14:30 *lunch break*
- 14:30 – 17:30 **Experience excellence: Europe's digital best practice for social good!**  
Winning Project presentations
- 17:30 – 18:30 **Decide your business model:  
Workshop with Campus02 students**  
Developing strategic decision bases for business models. For winners only!
- Free time to explore Graz!
- 18:30 – 20:30 **Glühwein@Xmas Market**  
Social networking while enjoying the enchanting Christmas markets  
*Graz, Hauptplatz*
- 19:30 – 22:00 **Final Choice:  
Speakers' Dinner and Jury Meeting**  
Juror meeting, vote of the "European Young Digital Champion 2013"! For jurors only.





**Saturday** | November **30** 2013

### Young digital entrepreneurs

*Europäisches Fremdsprachenzentrum, Nikolaiplatz 4*

9:00 – 9:45 **EYA Breakfast Bashing: How to keep going after the first-success!**  
Successful start-up founders sharing their business experiences and adventures

10:00 – 11:15 **EYA World Cafés II: STORY TIME: How to run your business successfully!**  
Experienced entrepreneurs sharing their stories

11.30 – 12.30 **Workshop Sessions II: Digital Capacity Building**  
Knowledge workshops

12.30 – 13.30 **Dragon's Den: How to use digital tools to reduce energy waste in traffic**  
Young creative people presenting their ideas to solve problems and defending them in front of an expert jury.

13:30 – 14:30 *lunch break*

14:30 – 16:30 **Young Digital Academics: Inputs & Outcomes!**  
Exhibition of student projects from all over Europe

16:30 – 19:00 free time to get ready for:

19:00 – 23:00 **Gala Ceremony: Honouring Excellence**  
VIP Cocktail  
Doors  
Opening  
*Dom im Berg, Schloßbergplatz 1*

23:00 – ... **After Party: Celebrating Excellence**  
in kind cooperation with  
*ppc, Neubaugasse 6*

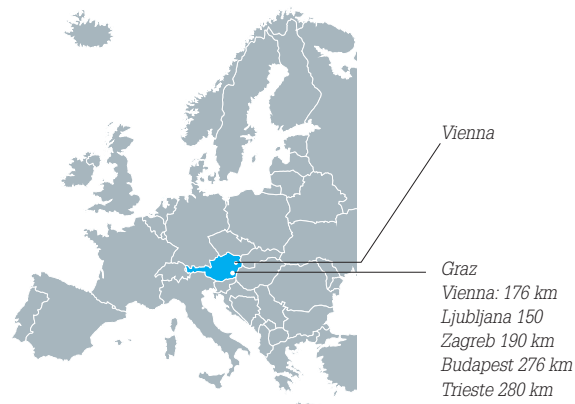


**Sunday** | December **1** 2013

### ...Look back, move forward

9:30 – 10:30 **Global Huddle: Share your experience!**  
Reviewing results and emotions: new knowledge, new friendship, new ideas!  
*Hotel Daniel, Europaplatz 1*

Through-out the day **Departures**



# Program

EYA Festival 2013



**Mark Greenspan**, Executive Director, nextMEDIA, *Canada*



**Paul Hughes**, Director of Ten Meters of Thinking, *Ireland/Netherlands*



**Igor Skunca**, Master of Arts in Visual Communication and Image Research, *Croatia*



**Niki Ernst**, CEO Planetsisa GmbH, *Austria*



**Kerstin Kollmann**, Organiser of programming workshops & tech events for women, *Austria*



**Bianca Prommer**, Management Innolab, *Austria*



**Andreas Rehlau**, Creative Director Innolab, *Austria*



**Brane Semolic**, Head of LENS Living Lab, *Slovenia*



**Richard Adams**, Snr. Academic Program Manager, EMEA at Microsoft Studios, *UK*



**Nigel Hickson**, Vice President, Europe, ICANN, *Belgium*



**Frank Kappe**, Professor of Computer Science Graz University of Technology, *Austria*



**Michael Wildling**, Managing Partner of MEMENTO, *Austria*



**Mathias Haas**, CEO Supersocial and Founder of Findia, *Austria*

# Speakers

EYA Festival 2013

**Adam Montandon**, Associate Professor for Innovation and Entrepreneurship, *UK*

**Rudolf Dömötör**, Director, ECN | Operations Manager, Research Studio eSPARK, *Austria*

**Georg Furlinger**, Project Manager, EYE – ECN | Researcher – AIT, *Austria*

**Kirsten Kasch**, Professor, Erhvervs Akademiet Lillebælt, *Denmark*

**Isabelle Cholette-Bachner**, T-Mobile Austria, Head of Customer Experience, *Austria*

**Domagoj Dolinsek**, CEO & Co-Founder, DefectRadar, *Austria*

**Gerhard Greiner**, CEO INFONOVA, *Austria*

**Christian Kittl**, CEO & Research Director, evolaris next level, *Austria*

**Hartwin Kostron**, Creative Director Young Mountain Marketing GmbH |  
Brand Manager OParks, *Austria*

**Stefan Wasserbauer**, Producer of GreenR, *Austria*

**Josef Wasserbauer**, Producer of GreenR, *Austria*

**Timo Rostedt**, Senior Designer at Nordkapp, *Finland*

**James Norwood**, Associate Professor, Erhvervs Akademiet Lillebælt, *Denmark*

**Pihla Rostedt**, Designer at Rostedt & Co, *Finland*





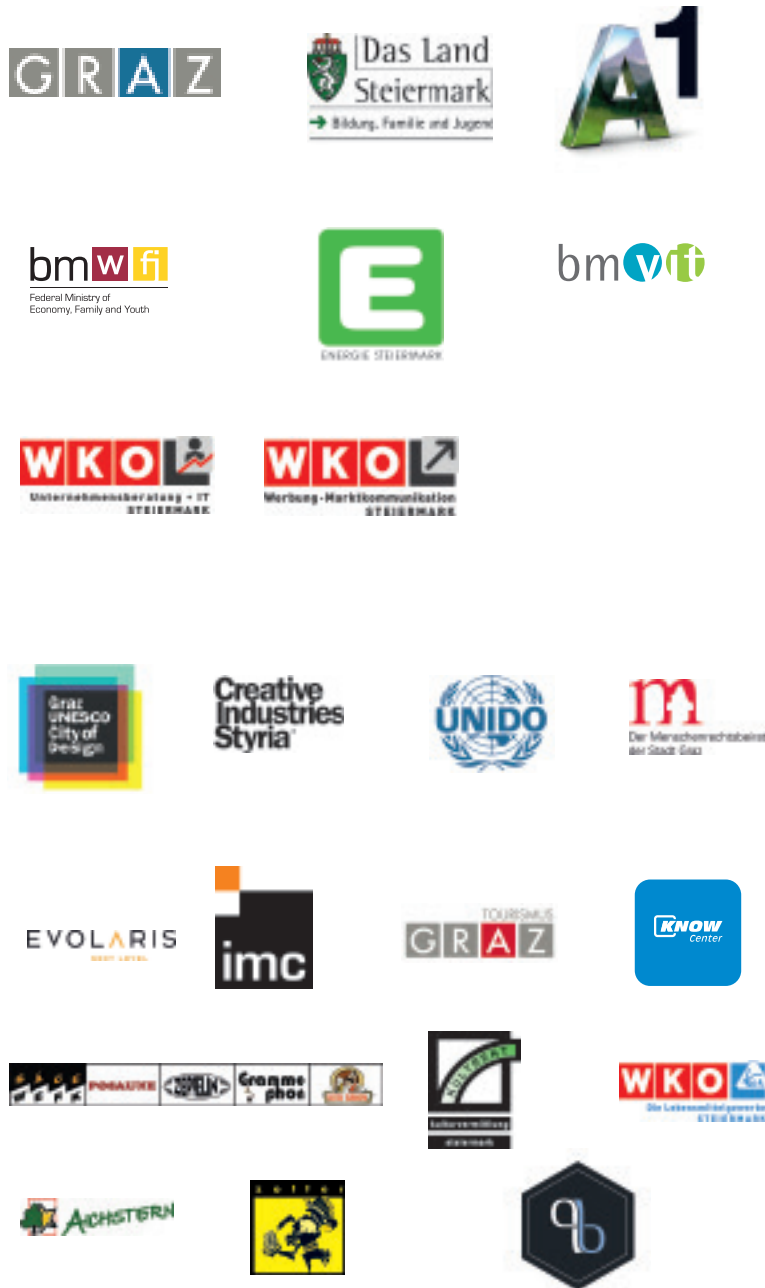
## Network Partners

## Academic Partners

## Media Partners



# Key Partners & Supporters



## Innovative Concepts Sustainable Solutions

RISE is an internationally **renowned IT research company** with more than 20 years of experience in the development of outstanding solutions. Expert knowledge and the spirit of young minds make RISE a world-class **innovator and pioneer** in a wide range of settings: from mobile banking apps to e-health infrastructure – from small to very large, **national or even global solutions**.

In cooperation with the international research association Industrial Software (INSO), **RISE is actively shaping the future of IT** in science and industry. By supporting young talents in developing their own ideas and bring them to real life, RISE and INSO take their part in creating **small useful pieces of global social responsibility**.

RISE and INSO are proud to be the **incubator and supporter of „Woody“**, the winner of the **European Youth Award 2013** in the category „Go Green!“.



[www.rise-world.com](http://www.rise-world.com)

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We challenged you to think about tomorrow and capture your expectations in a visionary picture.  
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Alessia Scuderi



Bernhard Wimmer



Eva-Maria Chubber



Florian Janßen



Maja Ruzic



Patrick Zigart



Fábio Lino



Steven Gulyas

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# New Year – New Challenge

DESIGN & CREATIVITY



HIGH-TECH INNOVATION

SOCIAL ENTREPRENEURSHIP

We are looking forward to your projects

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# EYA Patrons: Bright future when innovative ICTs are used for

**Irina Bokova**, *Director-General of UNESCO, UN Educational, Scientific & Cultural Organization*

I wish to congratulate each of the young social entrepreneurs who have taken part in the European Youth Award 2013. Each of you is a winner – a winner for inclusion and innovation, a winner for building stronger knowledge societies. We need precisely these kinds of initiatives, to harness the power of new information and communication technologies for more sustainable and just development. UNESCO's position is clear – we must move forward together, by giving everyone an unhindered voice through new technologies and media, by respecting cultural and linguistic diversity, by promoting the rights, dignity and capacities of every woman and man.

**Neelie Kroes**, *Vice-President of the European Commission*

The finalists of this year's European Youth Award are young, bright and full of creativity. They represent Europe's potential and are seizing the opportunities generated by the Internet. They have come up with innovative ICT ideas which could improve many lives. In this period of economic and social challenges, I am pleased to note that together, these young people are looking for creative solutions. I would congratulate like the applicants who have competed in this competition. You are a huge source of hope for the future, and with your help we will be able to achieve the Millennium Development Goals.

**Eveline Herfkens**, *Founder of the UN Millennium Campaign*

Young people were the favorite allies of the UN Millennium Campaign: passionate, energetic and thinking "outside the box". Using internet and mobiles to achieve the MDG's was certainly beyond the frame of mind of government leaders who agreed to these Goals...

Tomorrow's world is defined by action today. So some 20 years from now, when your generation will provide the Secretary General of the UN, she does not need to report once again that the Millennium Goals have not been met as yet. Your action prevented these Goals to end up as litter on yet another boulevard of broken dreams...



# Europe 2020 and UN Millennium Development Goals

**Michael Spindelegger**, *Vice Chancellor, Federal Minister for European and International Affairs, Austria*

The Millennium Development Goals were launched in 2000 in order to promote action against poverty. In 2013 they continue to provide important benchmarks while the International Community is already working on a post-2015 development agenda.

A large number of young people can be found among those willing and eager to change our world for the better. I took great interest in learning about the innovative and creative projects submitted by the participants of the European Youth Award. It is the dedication of our youth, as demonstrated by all the bright minds taking part in the EYA, which gives us renewed hope for a brighter future.



**Eva Nowotny**, *President of the Austrian Commission for UNESCO*

The European Youth Award honours outstanding projects of young people using internet and mobile technology to put UN Millennium Development Goals in action and thus demonstrate how the cooperation of digital technologies and young women's and men's ambitions can change society. Therefore, it brings together young developers and digital entrepreneurs from all over Europe, fostering UNESCO's ambition to stimulate content development and access to inclusive knowledge societies. As the President of the Austrian Commission for UNESCO, I am pleased, that once again the European Youth Award Festival takes place in Graz and like to congratulate the winners and all participants for their innovative and creative contributions.



**Reinhold Mitterlehner**, *Federal Minister of Economy, Family and Youth, Austria*

Congratulations to this year's winners and participants of the European Youth Award. What connects all of you is your talent for independent thinking and the capacity to embrace projects that require creativity and determination. The impact of the web and digital technology on our lives and businesses is of ever growing significance. There is no better age-group than the young generation to develop solutions in a playful manner in this working field. The European Youth Award is an important initiative to bring them together: young, inspiring developers and tasks that directly confront them with future developments. I am convinced that the inspiration and the solutions which are created in this contest will help take another step towards achieving the millennium development goals.







# Did you know...

**... that data scientists will be among the most wanted people in the world? And why?**

Because the global volume of data explodes – it doubles every two years. Therefore people who spot trends and bring changes to organizations are needed.

Big data is one of the most important issues of the future but it can not be easily accessed! In order to become actionable and useful knowledge, data has to be pre-processed via data analytics methods. This is what we do at Know-Center: we are experts in the field of Big Data Analytics and by this way we bring innovation to companies.

As a top training ground, Know-Center offers young talents the opportunity to improve their scientific skills and acquire practical 'hands-on' experience within an exciting and fast growing market. If you are interested in our work, just visit us at Know-Center!

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